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CONSUMER PURCHASES OF Selected Fruits and Juices

APRIL 1958



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UNITED STATES DEPARTMENT OF AGRICULTURE

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PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

July 1958

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
APRIL 1958

: The data in this report represent estimated total purchases :
: by household consumers only and do not include those by hotels, :
: restaurants, hospitals, or other institutional outlets. Data for :
: single months are for 4-week periods (28 days) to permit compari- :
: sons between periods of equal length. :

SUMMARY

Purchases of frozen concentrated orange juice by household consumers in 4 weeks in April 1958 were down 20 percent from the corresponding period a year earlier. The proportion of the Nation's families buying the product, the average purchase per buying family, and the total volume of their purchases were the smallest reported in about 4 years. ^{1/} In contrast, purchases of other frozen concentrated juices increased about two-thirds over the comparable period of April 1957, and buying of chilled orange juice, frozen lemonade concentrate, and canned single-strength orangeade was up substantially.

Purchases of canned single-strength juices were up 9 percent from April 1957, with buying of orange juice and juices not individually reported up materially. Household purchases of grapefruit, prune, and tomato juices were down.

Purchases of lemons were up moderately from a year earlier, but buying of fresh oranges was down one-third and grapefruit one-fourth, reflecting both fewer families buying and smaller purchases per buying family. Prices paid for oranges were at the highest level yet reported in this series.

Frozen juices, chilled juice, and ades: Household consumers purchased about 4 million gallons of frozen concentrated orange juice in a 28-day period in April 1958, 1 million gallons or 20 percent less than in the corresponding period a year earlier, and 24 percent less than the average monthly purchase in the 1956-57 season (4-week periods, October 1956-September 1957). The product was bought by about 25 percent of the Nation's families, compared with 28 percent who bought in April 1957. Buying families continued to make a purchase of frozen orange concentrate about once every 13 days, on the average; but the average individual purchase slumped from about 3-1/3 to 3 cans (6-ounce). An average of 22.2 cents was paid in April for a can of frozen orange concentrate, 6.3 cents more than a year earlier (table 1, fig. 1).

Consumer purchases of frozen concentrated grapefruit juice in April 1958--76,000 gallons--were substantially greater than in April a year earlier. The gain was associated with an increase in the proportion of families buying, along with larger and more frequent purchases of the product. Prices paid for frozen grapefruit juice averaged 17.1 cents per 6-ounce can, 2 cents more than a year earlier (tables 1 and 4).

^{1/} All monthly data in this report are for 4-week periods to facilitate comparisons.

Purchases of frozen concentrated juices other than orange and grapefruit were up nearly two-thirds, 316,000 gallons, from April 1957. Prices paid averaged 19.2 cents per 6-ounce can, 3 cents less than paid for frozen concentrated orange juice. A year earlier, consumers paid 18.4 cents for "other" frozen concentrated juices, 2.5 cents more than was paid for frozen orange concentrate (tables 1 and 5).

The 2.1 million gallons of chilled orange juice bought by householders in April 1958 represented a 16-percent increase over the April 1957 volume. The gain reflected an increase of nearly 1 percentage point in the proportion of families buying the product. A part of that gain was offset by a decline in the average purchase per buying family. Purchases of chilled orange juice continued to be made about once each 8 days, but the average size of purchase dropped from 40 ounces in April 1957 to 37 ounces in April a year later. About 39.6 cents was paid for a quart of chilled orange juice, up about 4 cents from April 1957 (tables 1 and 6).

Consumers bought 553,000 cases (equivalent 24 No. 2's) of canned single-strength orangeade in April 1958, 19 percent more than a year earlier, and the largest volume reported in this series for the month of April. There was a substantial increase over April 1957 in the proportion of families buying the product, but a decrease in the frequency of purchase--once in about 19 days as against a purchase of about every 17 days a year earlier. The average size of purchase amounted to about 1.6 cans (46-ounce) in both 28-day periods. Householders paid 27.9 cents for a can of orangeade, up 0.7 cent from April 1957 (table 2, fig. 2).

About 127,000 gallons of shelf-pack orangeade were purchased for home use in April 1958, a slight increase over the level of buying in April a year earlier. Consumers purchased this product about once in 20 days, compared with a purchase every 17 days a year earlier. The decrease in frequency, however, was more than offset by a 7-percent gain in the average size of purchase and by some increase in the proportion of families buying. An average of 19 cents was paid in April 1958 for a 6-ounce can of shelf-pack orangeade, 1.9 cents more than a year earlier and the highest reported in this series, begun in 1952 (table 1).

April 1958 household purchases of frozen concentrated lemonade--434,000 gallons--were more than double the volume of the preceding month and 19 percent greater than April a year earlier, reflecting the largest March-April seasonal upturn reported in these data. The gain over April 1957 was associated with an increase of more than one percentage point in the proportion of families buying the product. With more families buying, however, the frequency of purchase dropped from once every 19 days to once in 23 days. About 11.4 cents was paid in April 1958 for a can of frozen concentrated lemonade, 1 cent less than a year earlier (table 1, fig. 2).

Canned juices and fruit: Household purchases of canned single-strength juices in a 28-day period in April 1958 were up 716,000 cases or 9 percent from the corresponding period a year earlier. 2/ About 52 percent of the Nation's

2/ Single-strength juices are reported in cases of equivalent 24 No. 2's.

families bought one or more single-strength juice during the month, compared with about 48 percent buying a year earlier. Despite the greater number of families buying, the size and frequency of purchase--1.1 (46-ounce) cans once every 10 days--continued to be about the same as in April 1957. Prices paid for single-strength juices were up about 3 percent (tables 2 and 8).

Purchases of canned single-strength orange juice in April 1958 for the second month in succession were at the highest level reported since early 1953 (28-day periods). The volume totaled 1.5 million cases, 56 percent more than the 1956-57 average. Canned orange juice was bought by somewhat more than 11 percent of the Nation's families, a gain of 2 percentage points over the proportion buying a year earlier. Purchases were made about once each 2 weeks, compared with about once in 16 days in April 1957, with the average purchase (1.3 46-ounce cans) about 14 percent larger. Prices paid averaged 32.8 cents per can, 1.1 cents less than in April 1957 (table 2, fig. 3).

Buying of canned single-strength grapefruit juice for home use in April 1958--879,000 cases--was down 10 percent from the level of the preceding April. The lower volume was associated with a slight decline in the proportion of families buying, and a somewhat less frequent and smaller purchase per buying family. The 8 percent of the Nation's families that did buy, purchased on the average about 1-1/3 cans (46-ounce) of grapefruit juice once every 19 days. About 29.5 cents was paid for a can of the product, 1.7 cents more than a year earlier. This was the highest price reported since late 1950 (table 2, fig. 3).

Household purchases of canned single-strength lemon juice were approximately 15 percent greater in April 1958 than in April the year before, reflecting a greater proportion of families buying. The 55,000 cases purchased were bought by roughly 3 percent of the Nation's families who, as in April 1957, made a purchase of about 2.4 cans (6-ounce) of lemon juice every 23 days. Consumers paid 10.4 cents for a can of lemon juice, 0.5 cent less than a year earlier (tables 2 and 6).

Household purchases of prune juice totaled 644,000 cases in April 1958, about 8 percent less than a year earlier. The product was bought by approximately 7 percent of the Nation's families who made a purchase of 1 $\frac{1}{4}$ quarts about every 16 days. In April 1957, about 8 percent of families bought, making a like sized purchase about once every 15 days. About 34 cents was paid for a quart of prune juice, 1.3 cents more than a year earlier and the highest price since July 1954 (tables 2 and 7).

Consumers bought 6 percent less tomato juice in April 1958 than a year earlier. Nonetheless, the volume of purchases--1.9 million cases--was about 6 percent greater than the 1956-57 monthly average. Families continued to purchase tomato juice about once every 18 days, but the average purchase--1.2 46-ounce cans--was somewhat smaller than a year earlier, and a smaller proportion of families bought the product. About 28.5 cents was paid for a can of tomato juice, up nearly 2 cents from April 1957 (tables 2 and 7).

Purchases of canned single-strength juices other than those individually reported totaled 3.6 million cases in April 1958, 13 percent more than in the preceding April. The gain reflected an increase of nearly 4 percentage points in the proportion of families buying, with the average buying family continuing to purchase at the April 1957 rate of slightly more than 1 can (46-ounce) of juice every other week (tables 2 and 8).

The 278,000 cases (480 ounces per case) of canned grapefruit sections purchased for home use in April 1958 represented a 17-percent gain over the preceding April. Nevertheless, the volume of purchases was only about equal to the 1956-57 monthly (28-day period) average. The gain over April 1957 was associated with a moderate increase in the average quantity purchased per buying family. Approximately 5 percent of all families purchased canned sections about once each 20 days in both April 1957 and 1958. The average size of purchase in the latter month, however-- $2\frac{1}{4}$ No. 303 cans--was moderately larger than a year earlier. Consumers paid 19.8 cents for a No. 303 can of grapefruit sections, 1.2 cents more than in April 1957 (tables 2 and 4).

Fresh fruit: Household consumers purchased 1.9 million boxes of fresh oranges in a 28-day period in April 1958, 1 million boxes or 36 percent less than in April 1957. Buying families purchased oranges about every 13 days in both April 1957 and 1958, but the 34 percent of families buying in the latter month made an average individual purchase of 10 oranges, while the 43 percent buying in April 1957 made an average purchase of 12 oranges. Consumers paid a record 63.7 cents per dozen for oranges in April 1958, 7 cents more than in the preceding month, and 19 cents more than the 1956-57 average (table 3, figs. 4-6).

Despite higher prices, total consumer expenditures for oranges in April 1958, about \$19.3 million, were \$2.6 million less than a year earlier. The average buying family, however, spent \$1.14 for oranges or 9 cents more than in April 1957.

Purchases of California-Arizona and Florida oranges--800,000 and 675,000 boxes, respectively--were down roughly 40 percent from the preceding April. Prices paid for California-Arizona oranges averaged about 78 cents per dozen, up 24 cents from April 1957 and 27 cents from the 1956-57 average. About 53 cents was paid for Florida oranges, 14 cents more than in April 1957.

Purchases of Texas oranges remained at about the April 1957 level, while buying of oranges unidentified as to area of origin was down 19 percent. Prices paid for Texas and unidentified oranges were up, respectively, 5 and 12 cents per dozen.

The 24 percent of the Nation's families that bought fresh grapefruit in April 1958 purchased a total of 1.6 million boxes at a price of \$1.03 per dozen. In comparison with a year earlier, purchases were down 23 percent; the proportion of families buying, down 5 percentage points; and prices paid were up 21 cents per dozen. On the average, a buying family purchased about 5 grapefruit each 13 days in April 1958, a somewhat more frequent but a smaller

purchase than a year earlier. Total consumer expenditures for grapefruit amounted to \$10.2 million for the 28-day period, 7 percent less than in the corresponding period a year earlier, but the average expenditure per buying family, 88 cents, was up 15 percent (table 3, fig. 4).

Purchases of Florida grapefruit--800,000 boxes--were down about 36 percent from the preceding April, and cumulative purchases for the current season (October 1957-April 1958) were about 8 percent behind the corresponding 1956-57 period. Prices paid for Florida grapefruit averaged \$1.18 per dozen, up 29 cents from April 1957.

In contrast, purchases of California-Arizona grapefruit--283,000 boxes--were 26 percent greater than in April 1957, and season-to-date purchases were 30 percent ahead of the corresponding 1956-57 period. About 80 cents was paid for a dozen California-Arizona grapefruit, up about 14 cents from April 1957.

Purchases of Texas grapefruit amounted to 227,000 boxes, unchanged from April 1957, while purchases of unidentified grapefruit at 335,000 boxes were down 23 percent. Prices paid for Texas and unidentified grapefruit were up about 25 cents per dozen from a year earlier.

Consumers purchased about 295,000 boxes of fresh lemons in April 1958, a modest increase over the corresponding 28-day period a year earlier. The proportion of families buying--19 percent--and the 10.6 lemons purchased per buying family were almost unchanged from April 1957. On the average, a family bought 6.6 lemons about once every 18 days, a somewhat more frequent but a smaller sized purchase than a year earlier. Prices paid for lemons averaged 45.2 cents per dozen, 2 cents more than in April 1957 (table 3, fig. 4).

Table 1.--Frozen juices, chilled juice, and concentrated ades: Summary U. S. consumer purchases and average prices paid, April 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average prices paid		
					Purchases		Quantity per purchase				
	1958	1957	1958	1957	1958	1957	1958	1957	Unit	1958	1957
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices:											
Orange.....	25.2	28.0	3,992	4,959	2.2	2.2	18.1	20.5	6	22.2	15.9
Grapefruit.....	1.0	1/	76	1/	1.5	1/	13.5	1/	6	17.1	1/
Other concentrates.....	2/	2/	808	492	2/	2/	13.4	12.9	6	19.2	18.4
Total.....	28.9	29.9	4,876	5,497	2.5	2.4	17.0	19.4			
Chilled orange juice.....	4.4	3.6	2,147	1,858	3.3	3.3	37.2	39.6	3/32	39.6	35.6
Concentrated ades:											
Frozen:											
Lemonade.....	4.7	3.5	434	366	1.2	1.5	19.1	18.7	6	11.4	12.4
Shelf-pack:											
Orangeade.....	1.2	1.1	127	124	1.4	1.7	18.5	17.3	6	19.0	17.1

1/ Too few purchases reported for analysis.

2/ Information not available.

3/ Per equivalent quart.

Table 2.--Canned single-strength juices, orangeade, and grapefruit sections: Summary U. S. consumer purchases and average prices paid, April 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average prices paid		
					Purchases		Quantity per purchase				
	1958	1957	1958	1957	1958	1957	1958	1957	Unit	1958	1957
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Single-strength juices:											
Orange.....	11.4	9.2	1,504	949	1.9	1.7	60.4	52.9	46	32.8	33.9
Grapefruit.....	7.8	8.3	879	978	1.5	1.6	62.0	64.6	46	29.5	27.8
Lemon.....	2.6	2.3	55	48	1.2	1.2	14.7	15.1	5 1/2-6	10.4	10.9
Prune.....	7.4	8.0	644	699	1.8	1.9	39.4	39.5	32	34.0	32.7
Tomato.....	18.6	18.9	1,876	1,993	1.6	1.6	55.7	58.2	46	28.5	26.6
All other.....	30.6	26.9	3,626	3,201	2.0	2.0	50.3	51.2	46	32.4	30.7
Total.....	51.5	48.2	8,584	7,868	2.7	2.7	52.4	52.5			
Single-strength orangeade...	4.4	3.4	553	465	1.5	1.7	71.7	72.4	46	27.9	27.2
Grapefruit sections.....	5.1	5.0	278	238	1.4	1.4	36.0	34.0	2/16	19.8	18.6

1/ Equivalent cases 24 No. 2 cans...432 oz. per case, except 480 oz. per case for grapefruit sections.

2/ Net weight 1 lb. (No. 303 can).

Table 3.--Fresh citrus fruit: Summary U. S. consumer purchases and average prices paid, April 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges:										
California-Arizona.....	18.5	23.6	803	1,291	1.9	1.9	8.9	11.0	77.7	53.9
Florida.....	11.3	16.1	675	1,165	2.0	2.0	12.2	14.5	52.9	38.7
Unidentified.....	7.8	9.1	328	404	1.5	1.4	10.5	12.0	55.7	43.7
Total 1/.....	33.7	42.8	1,884	2,938	2.1	2.2	10.2	12.3	63.7	46.4
Grapefruit:										
California-Arizona.....	4.3	3.1	283	224	1.6	1.4	6.5	7.1	79.5	65.9
Florida.....	12.8	17.6	793	1,246	2.1	2.0	4.3	5.3	118.4	89.1
Unidentified.....	7.2	8.8	335	435	1.6	1.5	4.3	4.9	108.6	84.8
Total 1/.....	23.7	28.4	1,638	2,131	2.1	2.0	4.9	5.6	103.0	82.2
Lemons.....	19.3	19.5	295	285	1.6	1.5	6.6	6.8	45.2	43.2

1/ Includes purchases of Texas fruit.

Table 4.--Frozen concentrated grapefruit juice and canned grapefruit sections: Consumer purchases and average price paid, October 1956 to date

Period	Frozen concentrated grapefruit juice						Canned grapefruit sections					
	Percentage of all families buying		Purchases		Average price per 6-ounce can		Percentage of all families buying		Purchases		Average price per No. 303 can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	1.0	1.3	73	98	15.5	14.3	5.2	6.7	282	384	18.7	18.1
November.....	2/	1.1	2/	70	2/	13.8	4.8	5.6	256	313	19.1	18.0
December.....	2/	2/	2/	2/	2/	2/	4.1	5.0	209	261	19.0	18.6
October-December 3/.....			217	250					803	994		
January.....	2/	1.2	2/	87	2/	14.0	5.4	5.3	300	280	19.0	18.1
February.....	2/	1.0	2/	81	2/	14.0	5.3	5.0	279	260	19.0	18.1
March.....	1.1	2/	82	2/	17.3	2/	4.7	4.6	240	250	19.8	18.5
October-March 3/.....			452	522					1,675	1,853		
April.....	1.0	2/	76	2/	17.1	2/	5.1	5.0	278	238	19.8	18.6
May.....		1.0	70			14.9		5.0		242		18.8
June.....		1.0	92			14.7		4.6		248		18.6
October-June 3/.....				751							2,638	
July.....		2/	2/			2/		5.3		296		18.7
August.....		2/	2/			2/		5.4		301		19.1
September.....		2/	2/			2/		5.1		285		18.7
Season 3/.....				942		14.4				3,588		18.5

1/ Equivalent cases 24 No. 2 cans, 480 oz. per case.

2/ Too few purchases reported for analysis.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 5.--Other and total frozen concentrated juices: Consumer purchases, October 1956 to date 1/

Period	Other frozen concentrated juices 2/				Total frozen concentrated juices			
	Purchases		Average price per 6-ounce can		Percentage of all families buying		Purchases	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 gallons	1,000 gallons
October.....	554	434	17.9	18.2	32.9	30.9	6,478	5,602
November.....	572	380	18.4	18.5	33.5	30.1	6,405	5,268
December.....	576	433	18.0	18.4	31.9	30.7	5,936	5,399
October-December 3/.....	1,817	1,381					20,232	17,542
January.....	718	491	18.5	18.3	30.9	29.7	5,408	5,523
February.....	782	518	18.5	17.9	31.2	30.1	5,276	5,765
March.....	739	549	19.0	17.9	30.0	29.6	5,181	5,765
October-March 3/.....	4,261	3,077					37,466	36,032
April.....	808	492	19.2	18.4	28.9	29.9	4,876	5,497
May.....		528		18.1		32.9		6,894
June.....		581		17.9		32.9		6,511
October-June 3/.....		4,814						56,493
July.....		636		18.1		32.4		6,177
August.....		567		18.2		31.6		5,824
September.....		502		18.3		31.1		5,892
Season 3/.....		6,667		18.1				75,792

1/ Percentage of families buying other frozen concentrated juices and the weighted average prices paid for total frozen concentrated juices are not available.

2/ All frozen concentrated juices except orange and grapefruit are reported as other.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 6.--Chilled orange juice and single-strength lemon juice: Consumer purchases and average prices paid, October 1956 to date

Period	Chilled orange juice						Single-strength lemon juice					
	Percentage of all families buying		Purchases		Average price per equivalent quart		Percentage of all families buying		Purchases		Average price per 5 1/2-ounce can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	3.5	3.0	1,794	1,146	36.3	36.8	2.2	2.2	48	49	11.1	12.1
November.....	4.1	2.7	1,869	1,296	35.8	37.3	2.0	1.8	45	42	10.3	11.7
December.....	3.5	3.3	1,786	1,579	35.9	36.1	2.3	2.0	50	47	10.3	12.6
October-December 2/.....			5,958	4,398					156	150		
January.....	4.3	3.2	2,129	1,666	35.4	35.0	1.9	2.1	38	45	10.0	12.6
February.....	4.7	3.6	2,163	1,650	36.4	35.7	2.2	2.0	47	38	11.1	12.6
March.....	4.8	3.4	2,277	1,794	38.4	35.5	2.3	2.5	54	48	11.0	12.3
October-March 2/.....			13,153	9,968					304	292		
April.....	4.4	3.6	2,147	1,858	39.6	35.6	2.6	2.3	55	48	10.4	10.9
May.....		3.5		1,937		35.2		2.9		63		10.7
June.....		3.7		1,933		34.9		4.5		105		11.0
October-June 2/.....				16,185						521		
July.....		3.3		1,674		35.0		4.5		108		10.4
August.....		3.1		1,574		35.1		3.4		87		10.8
September.....		3.0		1,525		35.7		2.6		55		10.3
Season 2/.....				21,347		35.5				787		11.3

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 7.--Canned single-strength prune and tomato juices: Consumer purchases and average prices paid, October 1956 to date

Period	Prune juice						Tomato juice					
	Percentage of		Purchases		Average price		Percentage of		Purchases		Average price	
	all families				per 32-ounce		all families				per 46-ounce	
	buying				bottle		buying				can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	7.7	8.1	665	687	33.0	32.2	16.5	16.3	1,663	1,601	27.0	27.8
November.....	7.4	7.6	634	662	33.2	32.6	20.9	16.8	1,985	1,670	27.5	27.7
December.....	7.3	7.6	619	592	33.1	32.7	16.1	16.8	1,560	1,610	28.0	27.8
October-December 2/.....			2,047	2,086					5,644	5,308		
January.....	7.7	7.8	684	701	32.9	32.9	18.8	17.8	1,892	1,777	27.7	28.2
February.....	7.5	7.6	655	686	33.6	32.8	18.1	18.2	1,859	1,811	27.9	27.4
March.....	7.6	8.9	659	724	33.4	32.8	18.1	19.2	1,873	2,045	28.5	27.1
October-March 2/.....			4,205	4,366					11,824	11,400		
April.....	7.4	8.0	644	699	34.0	32.7	18.6	18.9	1,876	1,993	28.5	26.6
May.....		7.4		663		32.6		18.1		1,929		26.3
June.....		7.2		629		32.8		17.3		1,761		26.8
October-June 2/.....				6,506						17,506		
July.....		7.2		623		33.0		16.1		1,729		26.8
August.....		7.0		595		32.8		16.1		1,694		26.5
September.....		7.8		670		33.0		16.1		1,581		26.4
Season 2/.....				8,526		32.8				22,841		27.1

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 8.--Other and total single-strength juices: Consumer purchases and average price paid, October 1956 to date

Period	Other single-strength juices 1/						Total single-strength juices					
	Percentage of		Purchases		Average price		Percentage of		Purchases		Average price	
	all families				per 46-ounce		all families				per No. 2	
	buying				can		buying				can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Percent	Percent	1,000 cases 2/	1,000 cases 2/	Cents	Cents
October.....	29.5	27.0	3,576	2,951	31.6	30.2	50.1	46.6	8,180	6,947	13.5	13.9
November.....	29.0	26.2	3,315	2,760	31.8	30.5	50.7	45.9	8,186	6,781	13.5	14.0
December.....	26.5	26.9	3,033	2,717	32.5	31.5	47.1	46.0	7,047	6,552	13.8	14.2
October-December 3/.....			10,620	9,044					25,166	21,882		
January.....	29.2	27.3	3,501	3,017	31.8	30.9	50.9	47.2	8,435	7,293	13.4	13.9
February.....	30.6	27.3	3,746	3,104	31.2	30.8	51.3	47.7	8,471	7,534	13.5	13.7
March.....	31.3	27.7	3,976	3,321	31.5	30.6	52.0	49.0	8,940	7,928	13.7	13.7
October-March 3/.....			22,793	19,338					53,313	46,574		
April.....	30.6	26.9	3,626	3,201	32.4	30.7	51.5	48.2	8,584	7,868	13.9	13.5
May.....		28.0		3,403		30.6		48.2		7,925		13.5
June.....		28.8		3,351		30.6		49.1		7,805		13.5
October-June 3/.....				30,075						72,002		
July.....		28.2		3,417		31.1		47.8		7,877		13.6
August.....		27.7		3,316		31.1		47.6		7,569		13.6
September.....		26.0		2,912		31.7		45.9		7,143		13.6
Season 3/.....				40,406		30.9				96,254		

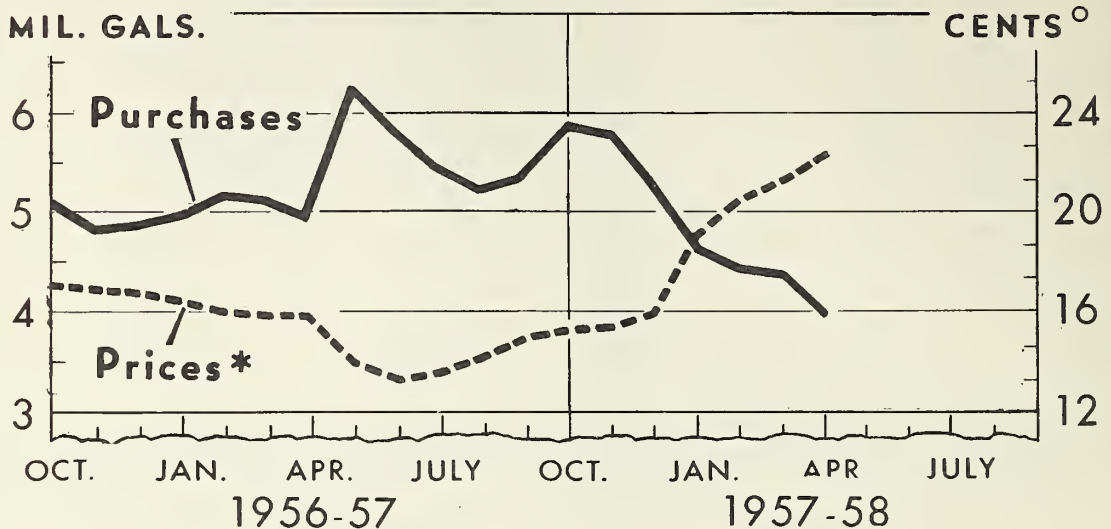
1/ Includes all single-strength juices except orange, grapefruit, lemon, prune and tomato.

2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

^oPER 6-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4668-7, 58 (6) AGRICULTURAL MARKETING SERVICE

Figure 1

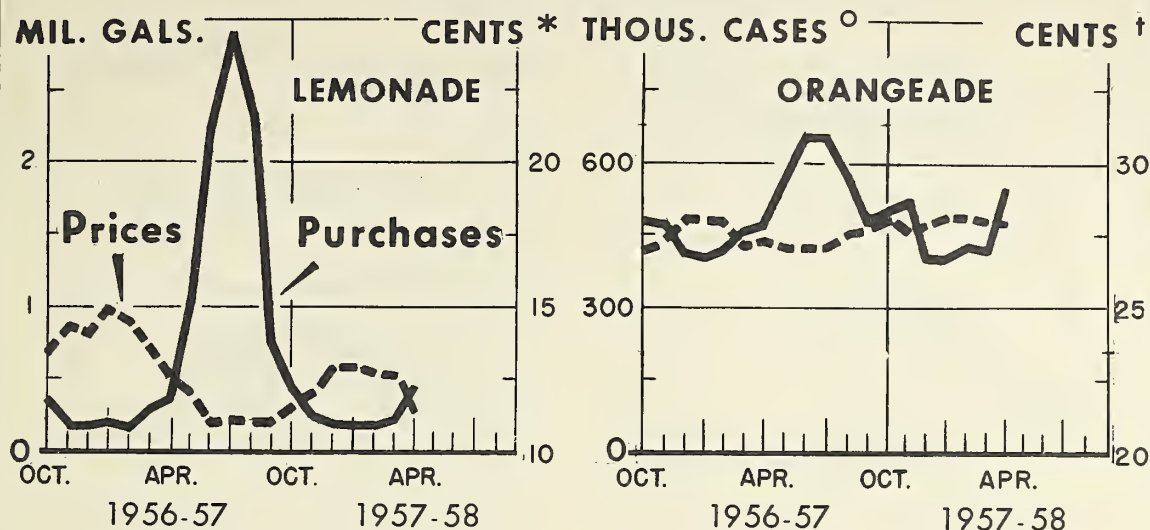
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1956 to date

Period	Percentage of all families buying		Purchases		Average price per 6 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents
October.....	30.9	29.3	5,851	5,070	15.2	17.0
November.....	31.2	28.6	5,770	4,818	15.4	16.7
December.....	29.3	28.9	5,288	4,896	15.9	16.6
October-December 1/.....			18,198	15,911		
January.....	27.9	27.9	4,626	4,945	18.9	16.3
February.....	28.0	28.3	4,423	5,166	20.3	16.0
March.....	26.7	27.7	4,360	5,132	21.2	15.9
October-March 1/.....			32,753	32,433		
April.....	25.2	28.0	3,992	4,959	22.2	15.9
May.....		30.8		6,296		14.0
June.....		30.3		5,838		13.3
October-June 1/.....				50,928		
July.....		29.7		5,487		13.5
August.....		29.3		5,203		14.2
September.....		28.6		5,325		14.9
Season 1/.....				68,183		15.3

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



* PER 6-OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4669-58 (6) AGRICULTURAL MARKETING SERVICE

Figure 2

Frozen lemonade concentrate and canned single-strength orangeade: Consumer purchases and average price paid, October 1956 to date

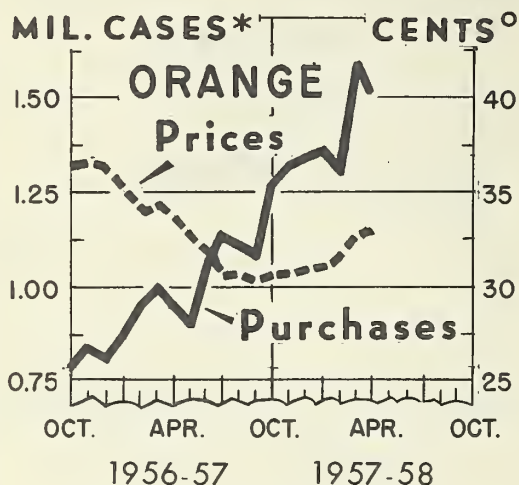
Period	Frozen lemonade concentrate						Canned single-strength orangeade					
	Percentage of all families buying		Purchases		Average price per 6 oz. can		Percentage of all families buying		Purchases		Average price per 46 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	3.6	3.8	415	350	11.5	13.4	3.9	3.4	494	484	28.0	26.9
November.....	2.3	1.9	228	148	12.0	14.3	3.6	3.4	518	466	27.5	27.2
December.....	2.4	1.9	203	166	12.9	14.1	3.0	2.9	412	401	27.9	28.0
October-December 2/.....			891	718					1,514	1,428		
January.....	2.3	2.1	181	176	12.9	14.9	2.9	2.6	402	393	28.2	27.9
February.....	2.3	1.9	191	161	12.7	14.4	3.2	3.2	424	409	28.2	27.9
March.....	2.1	2.8	216	280	12.6	13.4	3.2	3.2	417	450	27.8	27.0
October-March 2/.....			1,548	1,392					2,867	2,781		
April.....	4.7	3.5	434	366	11.4	12.4	4.4	3.4	553	465	27.9	27.2
May.....		8.5		1,010		11.9		4.2		572		26.8
June.....		17.0		2,231		11.0		4.8		652		26.8
October-June 2/.....				5,397						4,609		
July.....		19.1		2,930		11.1		4.4		653		26.8
August.....		16.0		2,307		10.9		4.4		576		27.4
September.....		6.4		730		10.9		3.4		470		27.5
Season 2/.....				11,764		11.5				6,463		27.2

1/ Equivalent cases 24 No. 2 cans--432 ounces per case.

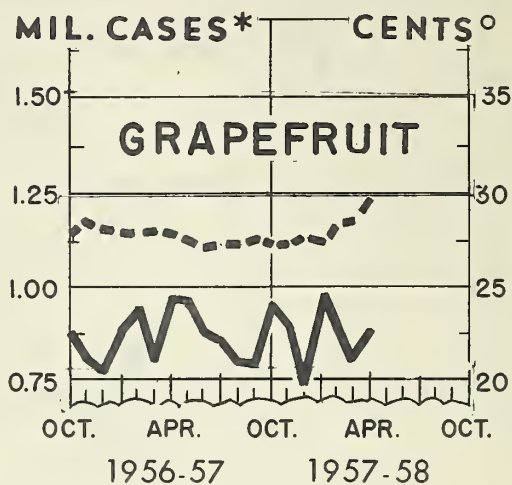
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



*EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4670-58 (6) AGRICULTURAL MARKETING SERVICE

Figure 3

Canned citrus juices: Consumer purchases and average price paid, October 1956 to date

Period	Canned orange juice						Canned grapefruit juice					
	Percentage of all:		Purchases		Average price		Percentage of all:		Purchases		Average price	
	families buying		per 46 oz. can		per 46 oz. can		families buying		per 46 oz. can		per 46 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	10.9	7.9	1,268	775	30.6	36.4	8.1	8.0	959	884	27.4	27.9
November.....	11.5	8.0	1,313	834	30.7	36.6	7.8	7.2	894	813	27.4	28.6
December.....	9.6	7.9	1,042	810	30.9	36.4	6.6	6.6	743	776	27.6	28.1
October-December 2/.....			3,885	2,631					2,814	2,663		
January.....	11.8	8.0	1,353	871	31.1	35.0	8.5	7.9	967	882	27.3	27.9
February.....	11.0	9.1	1,309	956	31.7	34.0	7.7	8.1	855	939	28.1	27.9
March.....	11.8	9.1	1,580	993	32.6	34.4	6.9	7.3	798	797	28.4	28.1
October-March 2/.....			8,548	5,663					5,639	5,515		
April.....	11.4	9.2	1,504	949	32.8	33.9	7.8	8.3	879	978	29.5	27.8
May.....		8.1		893		32.7		8.1		969		27.4
June.....		9.0		1,071		31.9		7.5		888		27.1
October-June 2/.....				8,849						8,545		
July.....		9.9		1,146		30.5		7.4		854		27.4
August.....		9.6		1,124		30.6		7.2		793		27.3
September.....		9.5		1,132		30.3		7.2		793		27.6
Season 2/.....				12,522		33.3				11,172		27.8

1/ Equivalent cases 24 No. 2 cans-432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

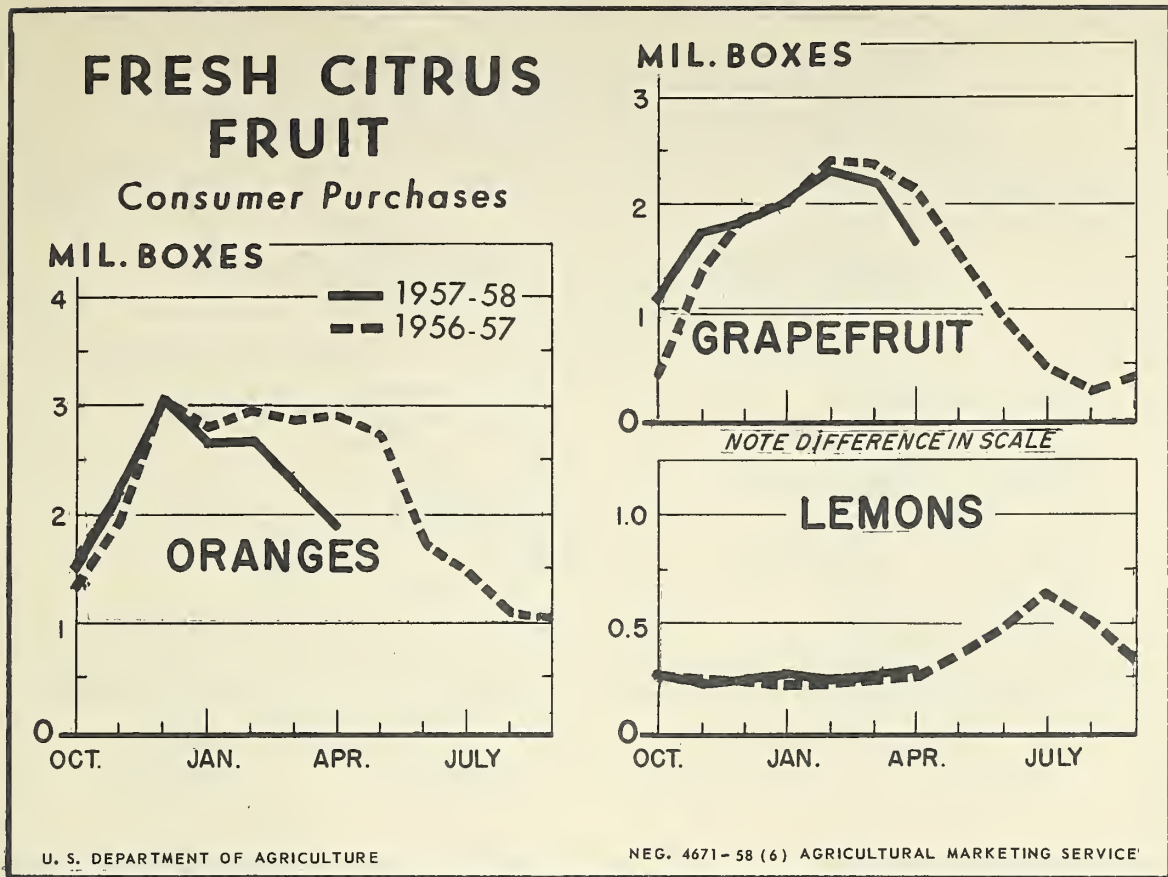


Figure 4

Fresh citrus fruit: Consumer purchases and average price paid, October 1956 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	1,526	1,301	46.9	45.2	1,152	444	90.8	118.7	259	248	44.1	46.2
November.....	2,162	1,961	39.3	40.0	1,726	1,359	85.9	90.0	226	232	47.1	47.5
December.....	3,039	3,045	41.6	39.8	1,825	1,839	83.8	82.6	243	223	46.6	47.4
October-December 1/.....	7,343	7,068			5,146	4,076			790	774		
January.....	2,666	2,772	49.5	41.8	2,000	2,020	88.5	80.3	261	217	46.9	50.1
February.....	2,670	2,944	51.9	42.4	2,336	2,407	86.1	76.1	242	220	47.8	49.1
March.....	2,297	2,870	56.8	44.8	2,193	2,389	89.6	78.7	251	239	46.5	46.2
October-March 1/.....	15,578	16,405			12,266	11,492			1,604	1,508		
April.....	1,884	2,938	63.7	46.4	1,638	2,131	103.0	82.2	295	285	45.2	43.2
May.....		2,719		48.5		1,540		90.1		359		43.3
June.....		1,676		47.7		880		97.8		472		41.7
October-June 1/.....		24,276				16,359				2,727		
July.....		1,477		46.5		477		105.5		642		40.8
August.....		1,129		47.8		246		115.9		508		42.5
September.....		1,045		49.3		392		109.5		327		43.6
Season 1/.....		23,193		44.3		17,510		85.3		4,322		44.1

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

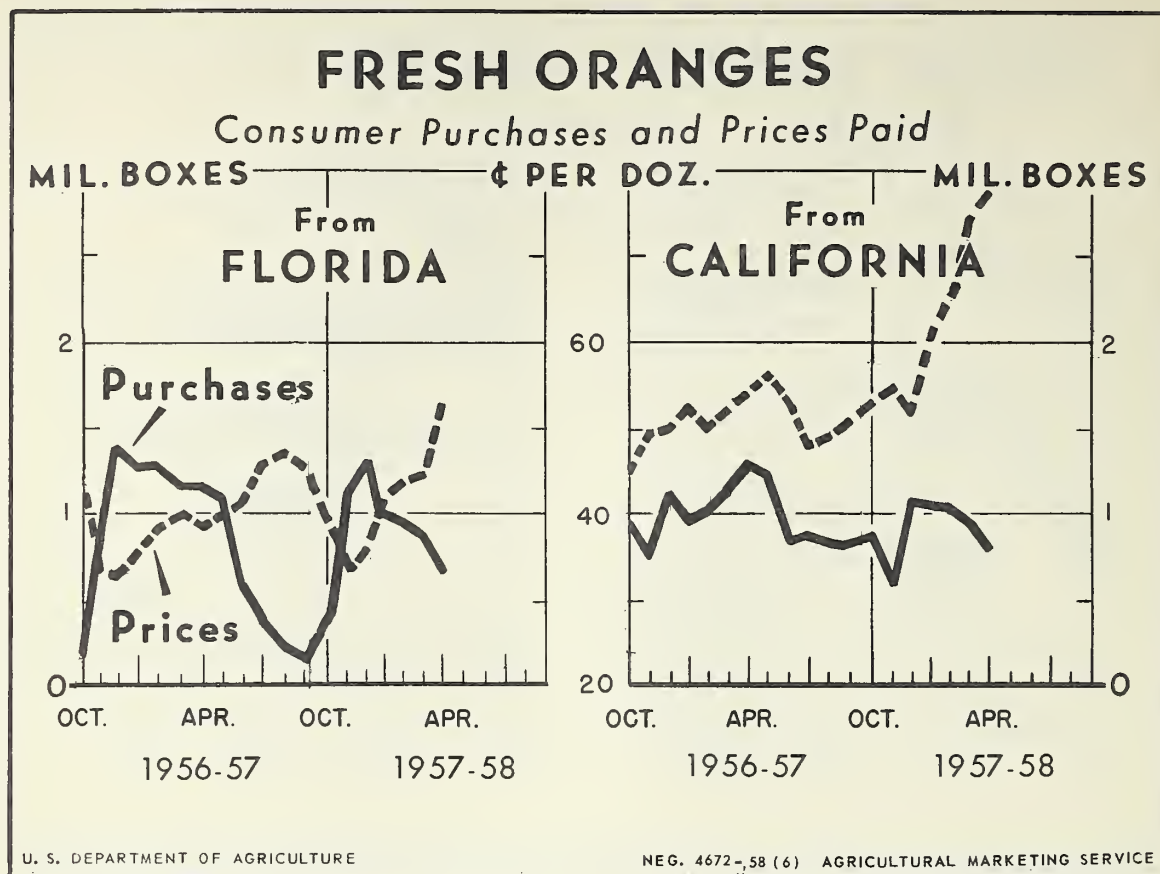


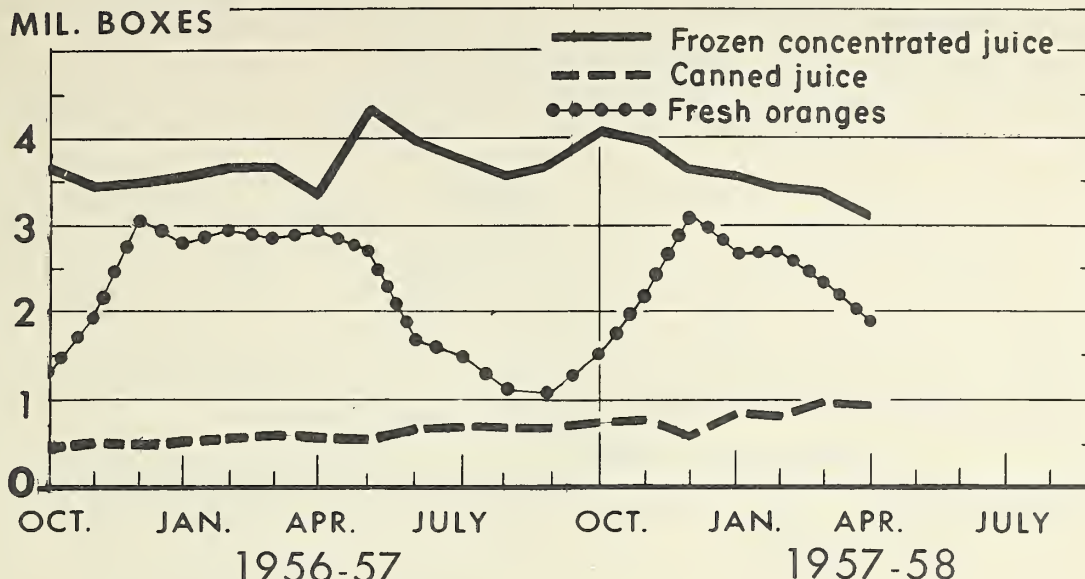
Figure 5

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1956 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	427	166	39.0	44.9	842	938	53.1	45.6
November.....	1,114	855	33.4	33.4	593	746	54.4	48.6
December.....	1,310	1,368	35.9	32.8	1,060	1,098	51.9	49.8
October-December 1/.....	3,135	2,750			2,701	3,024		
January.....	991	1,269	42.0	35.8	1,031	978	61.9	52.4
February.....	959	1,294	43.6	38.2	1,017	1,024	65.8	50.6
March.....	851	1,168	45.1	39.8	922	1,126	74.5	52.0
October-March 1/.....	6,153	6,769			5,924	6,455		
April.....	675	1,165	52.9	38.7	803	1,291	77.7	53.9
May.....		1,085		39.9		1,221		56.2
June.....		575		41.7		846		52.4
October-June 1/.....		9,800				10,054		
July.....		383		45.7		887		47.8
August.....		200		46.9		810		48.7
September.....		117		45.6		800		50.3
Season 1/.....		10,532		37.7		12,747		50.9

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4665- 58 (6) AGRICULTURAL MARKETING SERVICE

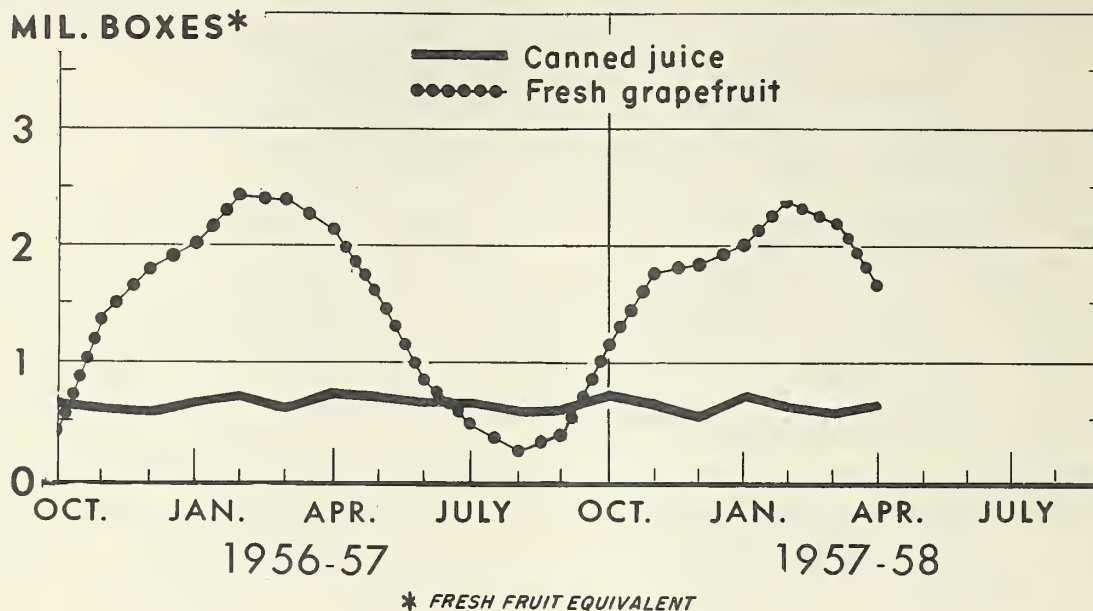
Figure 6

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1956 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,526	1,301	4,037	3,620	724	459	6,287	5,380
November.....	2,162	1,961	3,981	3,440	750	494	6,893	5,895
December.....	3,039	3,045	3,649	3,496	595	480	7,283	7,021
October-December 1/.....	7,343	7,068	12,557	11,360	2,218	1,558	22,118	19,986
January.....	2,666	2,772	3,557	3,531	836	516	7,059	6,819
February.....	2,670	2,944	3,401	3,689	809	566	6,880	7,199
March.....	2,297	2,870	3,353	3,664	976	588	6,626	7,122
October-March 1/.....	15,578	16,405	23,750	23,157	5,100	3,353	44,428	42,915
April.....	1,884	2,938	3,090	3,372	937	571	5,911	6,881
May.....		2,719		4,281		541		7,541
June.....		1,676		3,270		645		6,291
October-June 1/.....		24,276		35,734		5,271		65,281
July.....		1,477		3,786		690		5,953
August.....		1,129		3,590		677		5,396
September.....		1,045		3,674		681		5,400
Season 1/.....		28,193		47,640		7,482		83,315

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4666-58 (6) AGRICULTURAL MARKETING SERVICE

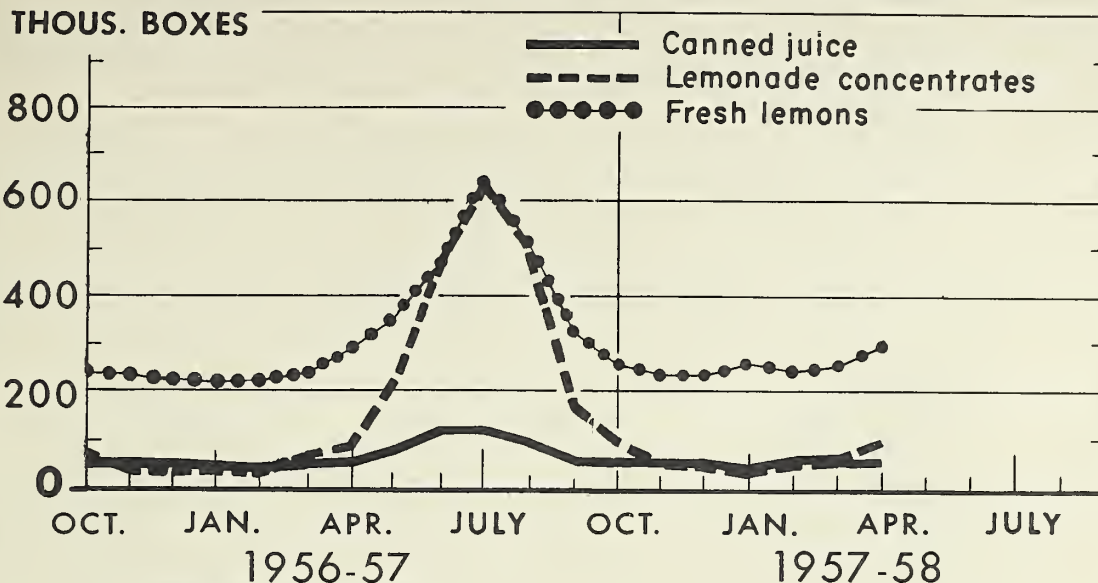
Figure 7

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1956 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,152	444	715	674	1,867	1,118
November.....	1,726	1,359	657	620	2,393	1,979
December.....	1,825	1,839	554	592	2,379	2,431
October-December 1/.....	5,146	4,076	2,099	2,663	7,245	6,739
January.....	2,000	2,020	722	673	2,722	2,693
February.....	2,336	2,407	639	716	2,975	3,123
March.....	2,193	2,389	596	608	2,789	2,997
October-March 1/.....	12,266	11,492	4,209	4,839	16,475	16,331
April.....	1,638	2,131	657	735	2,295	2,866
May.....		1,540		729		2,269
June.....		880		668		1,548
October-June 1/.....		16,359		7,118		23,477
July.....		477		652		1,129
August.....		246		605		851
September.....		392		605		997
Season 1/.....		17,510		9,122		26,632

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4667-58 (6) AGRICULTURAL MARKETING SERVICE

Figure 8

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1956 to date

Period	Fresh lemons		Lemon Juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1957-58.	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	259	248	55	53	88	74	89	75	403	376
November.....	226	232	51	44	40	31	50	32	327	308
December.....	243	223	57	50	43	35	45	36	345	309
October-December 3/.....	790	774	178	162	188	151	194	154	1,162	1,090
January.....	261	217	41	49	38	37	39	38	341	304
February.....	242	220	53	42	40	34	43	35	338	297
March.....	251	239	61	50	46	59	48	61	360	350
October-March 3/.....	1,604	1,508	344	315	327	291	339	298	2,287	2,121
April.....	295	285	59	51	92	77	94	80	448	416
May.....		359		70		213		216		645
June.....		472		115		471		478		1,065
October-June 3/.....		2,727		567		1,138		1,152		4,446
July.....		642		116		618		629		1,387
August.....		508		95		487		500		1,103
September.....		327		60		154		160		547
Season 3/.....		4,322		855		2,481		2,511		7,688

1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf-pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.

Penalty for Private Use to Avoid
Payment of Postage, \$300

OFFICIAL BUSINESS